

# **Proposal: Arizona Developmental Disabilities Council (ADDPC) Finance Primer and ADDPC Special Education Quarterly Briefs**

## **Introduction**

This proposal in response to the ADDPC Scope of Work released in October, 2011, to perform two specific projects: (1) Finance Primer, and (2) ADDPC Special Education Quarterly Briefs. The following brief summary specifies the offeror's understanding of the needs of ADDPC in respect to the scope of work document published by the agency:

### **Overall Project:**

1. ADDPC seeks a detailed work plan describing tasks included in both of the projects, including an hourly rate; overall costs; previous experience and/or contracts fulfilled within the past three years, and key contact information, observing a maximum 20-page length of proposal, due October 28<sup>th</sup> at 3:00 p.m.
2. The target audiences for both of the projects included in the scope of work includes parents and other consumers, as well as policy makers.
3. Both projects must be created using plain language, as determined by the ability of the target audience to comprehend, apply, and benefit from the documents prepared.
4. Both projects will involve extensive interaction with ADDPC staff, to ensure that information is inclusive, appropriate, clear, and simple to understand.
5. The Finance Primer, one-time document, must be completed by no later than December 30, 2012.
6. The Special Education Quarterly Briefs are to be completed by dates to be specified by ADDPC within the period of funding that concludes on December 30, 2011.
7. The maximum budget for completing the two combined projects is \$50,000.

### **Finance Primer:**

1. Explain the mechanism for the Individuals with Disabilities Education Act (IDEA) and state special education formulas.
2. Show how funding practices in Arizona and other states work.
3. Summarize how the Arizona Department of Education funds, calculates, and distributes funds to local education agencies.

4. Explain how state law works for regulating how funds are to be used by school districts and charter schools.
5. Create an easy-to-understand eligibility table based upon age, disability, residence, and any additional relevant categories.
6. Clarify methods and assessment procedures used by decision makers.
7. Explain due process available to consumers and families when disputing or challenging decisions made by school districts or charter schools.
8. Include any other important issues associated with special education funding processes.
9. Examine and review formulas for special education funding used by other states.
10. Create an easy-to-understand comparison of terms and their meaning as they apply in Arizona as well as in other states.
11. Analyze and explain clearly the types of formulas that lead to the least restrictive environment for special education students.
12. The final document will be made available to ADDPC in the following formats:
  - a. Plain English (electronic copy)
  - b. Plain English (hard copy)
  - c. Plain Spanish (electronic copy)
  - d. Plain Spanish (hard copy)

**ADDPC Special Education Quarterly Briefs:**

1. Each quarter, conduct research on topics identified by ADDPC as important for consumers and families, as well as for policy makers in Arizona.
2. Synthesize key information determined by ADDPC and vendor to be most pertinent to the target audience for the quarterly publications.
3. Incorporate into the quarterly publications applicable data obtained from partnering agencies such as the Arizona Department of Education and other state agencies, in addition to national-level data obtained through the federal government and other relevant national sources.
4. Include in the quarterly publications ratings, rankings and other data that clarify performance standards and measurements for the benefit of parents, consumers, and policy makers.

5. The initial quarterly publication will be focused on demographics and outcome data, using a template similar to that of the National Center for Learning Disabilities (NCLD) scorecard.
6. Topic areas for the subsequent three quarterly periods will be determined by the Council and may include measures of student achievement, such as special education classroom settings, transition services, graduation rates, drop-out rates, and related areas.
7. The final document will be made available to ADDPC in the following formats:
  - a. Plain English (electronic copy)
  - b. Plain English (hard copy)
  - c. Plain Spanish (electronic copy)
  - d. Plain Spanish (hard copy)

**Detailed Work Plan: Finance Primer**

Task	Timeline	Projected Hours
1. Meet with ADDPC to determine research priorities and optimal sources.	Month 1	2
2. Develop outline for Finance Primer to be used for development of content. Incorporate the following elements: <ul style="list-style-type: none"><li>• IDEA</li><li>• Funding approaches for Arizona and other states</li><li>• Arizona Department of Education procedures</li><li>• State law regulating school district and charter school usage</li><li>• Eligibility table (age, disability, residence, and related)</li><li>• Decision policies and assessments</li><li>• Due process for consumers and families</li><li>• Funding formulas used by other states for special education</li><li>• Glossary and definitions by state (identifying differences as needed)</li><li>• Analysis of formulas providing least restrictive learning environment</li></ul>	Month 1	15
3. Review outline with ADDPC.	Month 2	2
4. Revise outline per ADDPC input and establish timing for sections of Finance Primer	Month 2	2.5
5. Read relevant material for each section.	Months 2 – 10	75
6. Meet with individual resource people representing agencies that possess key knowledge.	Months 2 – 10	12

**Detailed Work Plan: Finance Primer (continued)**

<b>Task</b>	<b>Timeline</b>	<b>Projected Hours</b>
7. Synthesize individual segments of Finance Primer, and review completed sections with ADDPC on a monthly basis.	Months 2 – 10	20
8. Test grade level of individual sections, targeting Grade 5 or other designated level as agreed with ADDPC.	Months 9 – 10	5
9. Refine individual sections of the Finance Primer to ensure readability.	Months 9 – 10	10
10. Conduct a pilot test of materials with selected readers representing target reading level.	Months 9 – 10	5
11. Revise and refine, per findings from pilot group of readers, to ensure clarity and accuracy of document.	Months 10 – 11	20
12. Upon completion of Finance Primer edits, arrange translation from English to Spanish.	Months 10 – 11	1.5
13. Submit document to ADDPC for final review.	Month 12	1
14. Finalize document for printing.	Month 12	10
<b>TOTAL HOURS</b>		<b>206</b>

Estimated Project Total for Finance Primer = 181 hours @ \$160 (published hourly rate per contract) = \$28,960

**Detailed Work Plan: ADDPC Special Education Quarterly Briefs**

Task	Timeline	Projected Hours
1. Meet with ADDPC to plan the first of four quarterly publications. Agree upon the following elements: <ul style="list-style-type: none"><li>• Dates of release for all four quarterly publications</li><li>• Specifications for the initial topic area</li><li>• Recommended sources of information (reading and resource people) for first publication</li><li>• Due date for review of initial Quarterly Brief</li><li>• Special instructions or caveats from ADDPC</li><li>• Evaluation criteria for successful publication</li></ul>	Month 1	2.5
2. Conduct preliminary research for initial publication.	Month 2	15
3. Review NCLD format and draft materials researched into this format.	Month 2	7.5
4. Draft initial publication and review with ADDPC.	Months 2 – 3	12
5. Integrate edits and other recommendations from ADDPC, then submit for translation and publication.	Month 3	10
6. Evaluate response to initial publication from representatives of target audience (Possible focus group for input).	Month 4	15
7. Integrate suggestions into subsequent quarterly publications.	Month 4	1

**Detailed Work Plan: ADDPC Special Education Quarterly Briefs (continued)**

Task	Timeline	Projected Hours
8. Prepare second publication by repeating the process specified in Steps 1 – 7. Revise as needed.	Months 4, 5, and 6	22
9. Prepare third publication by repeating the process specified in Steps 1 – 7. Revise as needed.	Months 7, 8, and 9	22
10. Prepare fourth publication by repeating the process specified in Steps 1 – 7. Revise as needed.	Months 10, 11, and 12	22

Estimated Project Total for Special Education Quarterly Briefs = 129 hours @ \$160 (published hourly rate per contract) = \$20,640

**Previous Experience within the Most Recent Three-Year Period**

Under contract with ADDPC, Dr. Sheila E. Murphy, principal for Sheila Murphy, LLC, recently completed the update of the 2006 study of oral healthcare for adults with developmental disabilities. That project, spanning approximately eight months, provided excellent background relative to some of the needs and opportunities pertaining to services to the population of adults with developmental disabilities. While completing the 2011 study, Dr. Murphy worked with individual professionals representing multiple stakeholder and provider groups, read extensively in the field, and conducted primary research and analysis.

Dr. Murphy has conducted numerous evaluation and research studies for the Arizona Governor's Office, the Arizona Department of Commerce, Arizona Department of Public Safety, the Arizona Department of Corrections, the Arizona Corporation Commission, the Arizona Office of the Auditor General, and the Arizona Department of Health Services. In addition, Dr. Murphy has served the U.S. Department of Housing and Urban Development, serving the Tribal Office and the Arizona-Based Office. Dr. Murphy has been affiliated with the Bob Ramsey Executive Education Program in the School of Public Affairs in the College of Public Programs at Arizona State University for 17 years.

Murphy is the author (with Kenneth E. Carlisle) of Practical Motivation Handbook (John Wiley & Sons, 1986), in addition to numerous articles in the areas of board, executive and organizational development, performance measurement, and core skills for government and private sector executives.

Previous experience includes executive responsibilities with Ramada Inc. Dr. Murphy served as Vice President, Worldwide Reservations, as well as Director of Ramada Management Institute,

the Training Division for Ramada Franchise System of Inns and Hotels. She also served as the Executive Director of Business and Management Programs with the corporate headquarters of the University of Phoenix, having responsibility for all business faculty and curriculum for the University's multiple campuses.

### **Fee Summary**

The offeror understands that fees pertaining to final publication preparation and printing will be the responsibility of the ADDPC. Translation fees pertaining to ensuring Spanish language versions of all documents to be published are also the responsibility of the agency. Based upon this understanding, the summary below represents the pricing proposal by Sheila Murphy, LLC for the project under consideration.

### **Comprehensive Price Estimate for the Combined Project**

<b>Projects</b>	<b>Total Hours</b>	<b>Total Cost</b>
Finance Primer	181	@ \$160
ADDPC Special Education Quarterly Briefs	129	@ \$160
<b>Total</b>	<b>310</b>	<b>\$49,600</b>

### **Contact Information of Offeror**

Dr. Sheila E. Murphy  
(602) 954-7132  
[sheila.murphy@gmail.com](mailto:sheila.murphy@gmail.com)  
3701 E. Monterosa Street #3  
Phoenix, AZ 85018-4848